



LEO BURNETT U.S.A.

Service Report

No. 67

CLIENT PHILIP MORRIS

DATE OCTOBER 24, 1994

PRODUCT BENSON & HEDGES

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed by Leo Burnett U.S.A.

This recaps discussions/agreements from our conference call on Friday, October 21 regarding the B&H Event and Hospitality Vehicle program to be tested in Tampa, Florida in February, 1995. Those attending were:

Philip Morris

Laura Poole
Edna Moore
Maria Cohen

GMR

Caroline Petty
Chris Pitney
Kristen Jackson
Paul Whirley

Leo Burnett

Doug Ryan
Stephanie Vittoe
Mike Musachio
Dave Hackett
Scott Balows
Kevin Kustra

Background

After two initial conference calls discussing parameters for the B&H Hospitality Vehicle, LBCo. presented visual concepts for the style, ambiance and layout of the Hospitality Vehicle and suite area, as well as visual concepts for the "furniture" to be used in and around the HV and suite. LBCo. also developed concepts for a logo treatment using "Rendezvous 100" and "Club B&H."

Discussion/Agreements

PM/LBCo./GMR agreed:

- LBCo. will revisit the drawings of the Hospitality Vehicle keeping in mind the following guidelines on customization:
 - Entire bus can be painted
 - Minor drilling for mounting is permissible
 - Major alteration of doors and windows is not permissible
- LBCo. will provide GMR with the following:
 - Dimensions of:
 - Stand-Up "B&H Pack" Tables
 - "B&H Pack/Cigarette" Waste receptacles
 - "B&H Cigarette" Lights
 - Kiosks (with input from PM)
 - Information on tables and chairs from "Train" shoot
 - Does PM own?
 - Quantity available
 - Dimensions on standard B&H back-lit bus shelter light box
 - Company who produces back-lit light boxes
 - Availability of back-lit B&H creative already produced
- GMR will update LBCo./PM on all information regarding the Hospitality Vehicle and its dimensions/configuration after their meetings with bus companies w/o 10/31.

- GMR will update LBCo/PM as to information regarding specifics on the State Fair and other concerts/venues to be a part of the B&H Event Test in Tampa by w/o 11/14 as these will effect the direct mailing announcing the Event.

Next Steps/Timing

- LBCo. to provide GMR with all dimensions w/o 10/24
- LBCo. to provide GMR with revised HV drawings w/o 10/31
- Update meeting with LBCo./GMR/PM w/o 10/31

Please call with any questions,

Stephanie
x1318

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